Swami Ramanand Teerth Marathwada University, Nanded

A Ph.D. Synopsis

"A STUDY ON RETAILERS PRACTICES TOWARDS SOFT DRINKS WITH SPECIAL REFERENCE TO SOLAPUR DISTRICT"

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INTRODUCTION:

India is one of the biggest soft drink markets in the world. India is a major manufacturer and importer of soft drink beverages. The Indian soft drink industry is vast and is has been rapidly growing by the day. No matter what time of the year it is soft drink beverages are consumed in great volume. Under modern marketing concepts, marketing activities are centered on the customer. Most producers do not sell their goods directly to the customers. Between them stands a set of intermediaries performing a variety of functions. These intermediaries constitute a marketing channel or distribution channel.

In distribution channel, Retailers plays an important role. Retailer is closer to the consumer. Retailers plays important role towards selling large volume of products and increasing market share. So retailers and distributes are the pallor's on which company success depends. For a company market research is very useful for getting facts about the market and the forces operating there in like price, competitors etc. so as to enhance competitive strength of their product in a market.

Soft drink is a cold drink, non-alcoholic drink such as lemonade or fruit juice or a fizzy drink. A soft drink (see terminology for other names) is a drink that typically contains carbonated water, a sweetener, and a natural or artificial flavouring. The sweetener may be sugar, high-fructose corn syrup, fruit juice, sugar substitutes (in the case of diet drinks), or some combination of these. Soft drinks may also contain caffeine, colourings, preservatives, and other ingredients.

List of major and most popular soft drinks in India

Pepsi

Pepsi is one of the most popular and most widely consumed soft drink brand brands in India. It is the flagship brand of the PepsiCo. India. Pepsi was introduced to India in 1990 and was an instant hit amongst the Indian youth. It grew in popularity rapidly and never looked back. According to the official website of PepsiCo. India,- Pepsi is loved by over 200 million people worldwide and is the largest selling soft drink brand in India. The popularity of this brand is manifested by the class of sports and Bollywood celebrities that who have been endorsing it over the years.

Coca-Cola

Coca-Cola is the world's highest most selling and most popular soft drink brand by far. However, Coca-Cola has not been able to make the same impression over the Indian people masses. Nevertheless, Coca-Cola is one of the most sought- after and largest selling soft drink brands in India. It is the signature brand of Coca-Cola India. Coca-Cola was re-launched in India in 1993 after a span gap of 16 years.

Sprite

Sprite is a product of Coca-Cola India and was introduced in 1999 to the Indian soft-drinkers in India in 1999. This particular brand rapidly grew in terms of sale and popularity. Over the past decade and a half of its distribution in India, Sprite has contributed a considerable volume of revenue for Coca-Cola India. Sprite overtook Pepsi in 2009 as the second most popular drink in terms of consumption. It went on to become the top brand in 2013, when it surpassed Thumps Up with 15.6 percent of the soft drink market share as compared to the latter's 15.3 percent.

Thums Up

Thums Up is considered synonymous to energy, enthusiasm and power of a youth because of an the intense and electrifying carbonated fizz that it creates upon consumption. Thums Up was launched in 1977 by Parle,; however, Parle but sold the its 85 percent stakes it held to Coca-Cola India in 1993. Thums Up never fell short of expectations of Indian youth and continued dominating the Indian soft drink industry till until late 2013. A

35- year- old dominance came to an end when Sprite (another product of Coca-Cola India) took over the Numerous Uno status. However, but the brand Thumps Up is still uncounted e amongst of the three highest most selling soft drink brands in India.

Limca

Limca is a lime and lemon carbonated soft drink that gives you the flavours of both lime and lemon. It and is the most famous and biggest brand in the lime and lemon segment. Limca is yet another Indian b-born and Coca-Cola-acquired soft drink brand. It was launched by Parle Agro in 1971 and was bought by Coca-Cola in 1993.

Fanta

Fanta is an orange- flavoured carbonated soft drink and is equally popular amongst among different age groups. This is the soft drink brand that children prefer the most. Fanta made its way to India when its parent company Coca-Cola re-entered the Indian market in 1993. It has risen through the ranks ever since its inception and never lost control of over the Indian soft drink loversmarket. Bollywood beauties like Rani Mukherjee, Genelia D' Souza Deshmukh and Tamanna have endorsed Fanta.

Maaza

Maaza is the most famous, most popular and the largest selling mango drink in the world. Maaza is often referred to as the 'bottled mango'. The soft drink originated in India in the mid- 1970s and became synonymous with mangoes in general. Maaza is a non-carbonated soft drink. Initially, Maaza was only packaged in returnable glass bottles, but; however, now it is now available in cartons and small and large pet bottles as well. Just like Thums Up and Limca, Maaza was also acquired in 1993 by Coca-Cola in 1993

CONCEPT :

Retailer :

The word ‘retail’ has been derived from the French word ‘retaillier’ which means ‘to cut off a piece’ or ‘to break bulk’. ‘Retailing includes all the activities involved in selling goods or services to the final consumers for personal or non business use’. Retailing in simple words, connotes the selling of goods in small quantity to the ultimate or final consumers.

Soft Drink :

A soft drink (see terminology for other names) is a drink that typically contains carbonated water, a sweetener, and a natural or artificial flavoring. The sweetener may be sugar, high-fructose corn syrup, fruit juice, sugar substitutes (in the case of diet drinks), or some combination of these. Soft drinks may also contain caffeine, colorings, preservatives, and other ingredients.

Retailers Practices :

In the broadest sense, merchandising is any practice which contributes to the sale of products to a retail consumer. ... In retail commerce, visual display merchandising means merchandise sales using product design, selection, packaging, pricing, and display that stimulates consumers to spend more.

According to official reports, the volume of soft drinks consumed in India stood at a whopping 11,755 million litres in 2013. These numbers suggest that there was an increase of about 170 percent in the consumption of soft drinks in comparison to 2008. It is further expected that the sale of soft drinks may go up by an annual 19 percent till until 2018

This project report studies those factors, which are related to soft drink product availability at retailer’s shops and retailers practices.

Need and Significance of the Study:-

- **For Corporate:-**

The study on retailers practices relating to the soft drink is important to make better strategic production decision by the corporate. Study of retailers practices helps in designing production, scheduling, segmentation, positioning, pricing, distribution, advertising and promotional strategies.

- **For Government:-**

The study also helps Government in providing products and services and understanding what could be the future problems. e.g. inflation, taxes, etc.

- **For Marketers:-**

It helps in market opportunity analysis, target market selection and marketing mix determination.. This study is an attempt to explore the retailers role in purchase and sale decision. The retailers, choice of products, brands, stores and other product related aspects. Retailers research is an effective tool in marketing for all types of organization.. In order to achieve success in the market, the companies may adopt this methodology.

- **For Public:-**

Retailers is to be made on the basis of the quality, income and accordant to the budget. Consumer must know the standard shop which sells products at reasonable prices with excellent service. Retailers should give importance to the package date, manufacturing date, ISI marks, expiry date, brand etc. while purchasing. Proper planning and should know the credit facilities, offers, discounts etc. available for the products in the market for public.

OBJECTIVES OF THE STUDY:

a) To study the availability of Soft Drinks Companies products as well as its competitors product in the Solapur District market.
b) To study the awareness about schemes and services provided by company.
c) To examine, how retailers are aware in knowing purchasing habits of the consumers.
d) To ascertain whether retailers act as promotional measure for the manufacturers and their
relations with them.
e) To understand the practices adopted by the retailer

HYPOTHESIS:

a) The effect of Advertisement and Brand ambassador on purchase of soft drink
b) All the retailers practices towards soft drink are same
c) Retailers practices influence consumer buying behavior
d) Total sales of soft drink is dependent on retailers practices
e) Sale of soft drink is dependent on availability of various brands
f) Consumers are attracted towards a particulars brand of soft drink

RESEARCH METHODOLOGY:

Research methodology is a way to systematically solve the research problem. It is understood as a science of studying how research is done scientifically. It has various steps that are generally adopted in research along with the logic behind them.

There are two way to collect the data for the present research work that is primary data and secondary data.

DATA COLLECTION :

a) Primary Data:-

Primary data means the data which is freshly gathered or firsthand information collected for specific purpose or for the specific research project. Therefore for this study we collect primary data by using various methods, techniques such as survey, personal interview and questionnaire. While collecting the primary data many difficulties can occur. Primary data is purely authentic. When the primary data is inaccurate, incomplete or unreliable then the project and conclusion of the research project may go wrong. The source of the primary data in this research project is Retailers practices towards soft drink for the collection of primary data survey method is followed for it. In this study survey method is used, because it is best suited for descriptive research.

This study is based on the primary data that was collected by the researcher through the following tools.

Tools of Primary Data:-

1) Personal Interview of consumers.

2) Drafting Questionnaire

b) Secondary Data:-

The secondary data is based on second hand information. The data that has been already collected and presented earlier by any agency for the purposes of investigation is called as secondary data. The researcher has collected information from many sources including newspapers, internet, brochure and journals of company. And also company's website to get the history.

The secondary data was gathered from using following tools

Tools of Secondary data:-

1) Published documents,records and reports
2) Standard Reference books and Test books
3) Reputed leading journals
4) Websites

RESEARCH DESIGN:-

The present study is based on sample survey method. First hand data collected from the field through questionnaire. This type of data often helps to give appropriate answers to research questions. The study makes use of primary and secondary data relating to retailer. A convenience sampling method used. survey was conducted and in the questionnaire was restructured. The study has also depended on the secondary data. The secondary data were collected from the standard text book of related topic, leading journals and published documents, records, reports and websites. In this research on performance evaluation and data analysis of various Soft Drinks Company, India to Solapur District, the data is collected for survey method. This research is confined to the entire Solapur District.

- **SELECTION OF SAMPLE:-**

All the three areas (Urban, Semi urban and Rural) have taken from the district of Solapur. 11 Taluks taken for the present study. 50 samples were selected form each taluka of the solapur district. Convenience sampling method is adopted for the selection of samples; respondents are both the genders and people of various income groups selected for the study. Altogether 550samples were selected from 11taluka of the solapur district.
Roughly there were 2000 retailers in Solapur District and 50 retailers have been finally selected by lottery
method. Finally among 50 retailers, it comprises the following categories of retailers.

50 samples from each taluka of the solaur district selected as under.

Sr. No.	Particular	Samples
1	. Retailers exclusively selling soft drinks	14
2	Tea stall owners also selling soft drinks	12
3	Rural Confectioners also selling soft drink	14
4	Others those who were selling soft drinks along with some other merchandise goods	10

These 50 samples of retailers are from area groups they are as under-

Sr. No.	Particular	Samples
1	Urban	20
2	Semi-Urban	20
3	Rural	10

The 50 consumers of each taluka of the solapur district different from each other.

PERIOD OF THE STUDY:

The present study will cover period from 2008-2009 to 2017-2018.The researcher is in a view that the new phase of marketing sector would be covered.

SCOPE OF THE STUDY:

1) This study includes the availability of the soft drink products and customer preferences for various brands.

2) The geographical scope of the study includes Solapur District only.

3) The organizational scope lies in strengthening the distribution and retailer network as the distributor and the retailers are the pillars on which the success of a company depends.

4) It gives details about sale of various brands and it help company to forecast the future requisites of market and this help them to face future competition.

The present study is both descriptive and evaluative in nature and examines the role played by major key players viz., retailers, wholesalers, customers, and regulatory bodies for strengthening the consumerism in retailing practices. The study also measures the impact of various independent dimensions of consumerism that lead to customer satisfaction and consequently fair trade practices. Thus, the research work provides useful insights to the stakeholders, policy makers and marketing researchers in framing policies. Finally, the study suggests strategic action plan for better and effective consumer movement in retailing practices so as to satisfy the ultimate customers.

The scope of the study is limited to Soft Drinks Product, with reference to Solapur District. The researcher has selected limited Soft Drinks company product.

LIMITATION OF THE STUDY :

a) The study is limited only in Solapur District and its finding results may not be applicable other areas

b) The time period provided for project was limited 2008-09 to 2017-18

c) There is no denying the fact that the questionnaire has been framed with utmost care and attention and still there is a possibility of some biasness creeping into present study.

d) Analysis is based on the primary data collected through questionnaire and the accuracy of the findings entirely depends on the correctness of such data.

e) The study is limited to only selected soft drink companies products

CHAPTER SCHEMES:-

The different processes regarding the study have been discussed in five chapters. The contents of each chapter are given below:

CHAPTER 1: Introduction and Research Methodology:-

The first chapter is introductory part of the study. It contains Retail marketing in India, rationale for selecting the topic, justification for selection of Solapur District, scope of the study, objectives of the study, hypothesis of the study, research methodology, period for the study, products selected for study, limitations of the study, expected contribution from the study and the chapter layout

CHAPTER 2: Review of Literature :-

The Second chapter makes adetailed review of the literature relevant to the present study. Previous studies and research findings are included in this chapter

CHAPTER 3: Profile of the Solapur District:-

The third chapter deals with the natural, economical, geographical, social and political environment of the solapur district.

CHAPTER 4: Theoretical frame work:-

The fourth chapter deals with the theoretical background of distribution channel, intermediaries and retailers practices.

CHAPTER 5: Data Analysis and Interpretation:-

The fifth chapter deals with analysis and interpretation on the retailers practices and the factors that influence the same.

CHAPTER 6: Summary of Findings and Suggestions:-

The sixth chapter provides the recombinant findings of the various statistical analysis carried out to analyse the primary data pertaining to retailers practices and findings arrived at from the study. It summarizes managerial implications . It crucially presents along with suitable suggestions and scope for further research.

CHAPTER 7: Conclusions:-

This chapter provides the conclusions about the study. After analysing the primary data pertaining to retailers practices and conclusions arrived at from the study

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A) Questionnaires

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